website:
sterling-heights.net/census2020
What is the Census?

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers ... The actual Enumeration shall be made within ... every subsequent Term of ten Years...”

A physical count of every person in the United States every 10 years.
History of the Census

1787 - U.S. Constitution signed
    population as basis for sharing political power
1790 - First Census
    began with 65 members of the United States House of Representatives
1929 - Permanent Apportionment Act
    capped number of Representatives at 435

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th># of Representatives</th>
<th>Population per Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1790</td>
<td>3,929,326</td>
<td>65</td>
<td>60,451</td>
</tr>
<tr>
<td>1850</td>
<td>23,191,876</td>
<td>233</td>
<td>99,536</td>
</tr>
<tr>
<td>1900</td>
<td>76,212,168</td>
<td>357</td>
<td>213,479</td>
</tr>
<tr>
<td>1950</td>
<td>150,698,361</td>
<td>435</td>
<td>346,433</td>
</tr>
<tr>
<td>2010</td>
<td>308,745,538</td>
<td>435</td>
<td>709,760</td>
</tr>
</tbody>
</table>
Why is the Census Important?  

Representation

Mandated by the U.S. Constitution

435 Members of the U.S. House of Representatives divvied up across the country

Legislative Representation
Why is the Census Important? Funding

The State of Michigan will LOSE $1,800 per person annually for every person not counted!

2,000 people = $3.6 million annual loss

LARGEST FEDERAL SOURCES THAT USE CENSUS DATA FOR DISTRIBUTION

- Medicare/Medicaid/Health Centers
- SNAP/WIC/School Lunch
- Education (Title I, IDEA, Headstart)
- Infrastructure (Highways, Roads, Bridges)
- Housing (Section 8)
- Children (Child care, SCHIP, Foster Care)
Why is the Census important? Community

- To determine the changing needs of a community
  - Police
  - Fire
  - Roads
  - Schools
  - Programs
  - Housing

- To support community initiatives
  - Quality of life
  - Laws
  - Improving neighborhoods

- To build businesses - Creates Jobs
  - Factories
  - Offices
  - Stores
Sterling Heights Continues to Grow

2.3% growth since 2010 Census

<table>
<thead>
<tr>
<th></th>
<th>CENSUS 2010</th>
<th>CENSUS 2017 est</th>
<th>SEMCOG 2020 est</th>
<th>SEMCOG 2025 est</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sterling Heights</td>
<td>129,699</td>
<td>132,631</td>
<td>132,694</td>
<td>134,623</td>
</tr>
<tr>
<td>Warren</td>
<td>134,056</td>
<td>135,022</td>
<td>128,425</td>
<td>129,210</td>
</tr>
<tr>
<td>Date</td>
<td>Activity</td>
<td></td>
<td></td>
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<tr>
<td>---------------------</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
<td></td>
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<tr>
<td>September 2019 –</td>
<td>Hiring of Census Workers</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>April 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 2020</td>
<td>Census postcards are sent to most homes</td>
<td></td>
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<tr>
<td></td>
<td><strong>Mailing 1:</strong> Letter with info to take survey online or Letter + Paper Survey</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td><strong>Mailing 2:</strong> Letter to non-respondents</td>
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<td></td>
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<tr>
<td></td>
<td><strong>Mailing 3:</strong> Postcard to non-respondents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 2020</td>
<td><strong>Mailing 4:</strong> Letter + questionnaire to non-respondents</td>
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<td></td>
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<tr>
<td></td>
<td><strong>Mailing 5:</strong> “It’s not too late” postcard to non-respondents</td>
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<tr>
<td>March – July 2020</td>
<td>Conduct self-response, including internet and paper responses</td>
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<tr>
<td></td>
<td>Conduct Census questionnaire assistance</td>
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<tr>
<td><strong>April 1, 2020</strong></td>
<td><strong>Census Day</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>May – July 2020</td>
<td>Conduct non-response follow-up: Census Workers visit addresses that did not complete a Census questionnaire</td>
<td></td>
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</tr>
<tr>
<td>December 31, 2020</td>
<td>The Census director delivers apportionment counts to the President of the United States</td>
<td></td>
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</tbody>
</table>

NEW for 2020
Option to complete the Census ONLINE

Join the 2020 Census Team!
Be a part of History!
2020census.gov/jobs
1-855-JOB-2020
Census Ambassadors

**GOALS:**
- Public Outreach
- Census Workshops
- Partner with varied organizations
- Identify Hard to Count Populations
- Educate residents
- Dispel myths

**PARTNERS:**
- Non-Profits
- Community Organizations
- Schools
- Religious Institutions
- Businesses
- Media
Hard to Count Populations

- Language Barriers
- Persons experiencing homelessness
- Children under 5 years old
- Single-parent households
- Renters

- Immigration Status
- Young mobile adults – college students
Privacy and Protections

Title 13 of the U.S. Code Protections

Private Information of an individual is Never Published
- No names, addresses, or phone numbers
- No Social Security Numbers

Information collected to produce statistics
- Personal information **cannot** be used against you by any government agency or court

Sworn for Life to Protect Confidentiality
- People sworn to uphold Title 13 are legally required to maintain confidentiality for life

Violating the Law is a Serious Crime
- Federal crime – penalties include up to 5 years in Federal prison and/or a fine of $250,000
Public Education Campaign

- Letters in January, February and March Water Bills
- Foam Boards and A-Frames at City Facilities
- Television and Theater Advertisements
- Attend Community Gatherings and Meetings
  - Sterling Heights Chamber Board Meeting (January 28th)
  - Clergy Forum (February 21st)
  - Cultural Exchange (March 6th)
  - Census Completion Assistance Events at the Senior Center (March and April)
  - Library Census Day Event (April 1st)
Public Education Campaign

SMALL Bus Wraps
Public Awareness Campaign

- Sterling B. Counted Mascot
- CORE Officers
- Selfie Frame
- Social Media Campaign / Engagement
- Website - www.sterling-heights.net/census2020

#SterlingBeCounted
Census Ambassadors - We Need You!

- Host a Meeting
- Share Social Media Posts
- Affix Door Hangers
- Volunteer for Events
- Display a Poster

*Complete Commitment Form
*Receive Census Ambassador Kit
website: 
sterling-heights.net/census2020